

Privacy Act Statement. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, dissemination report, copy of political propaganda or other document or information filed with the Attorney General under this act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, D.C. One copy is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of such documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. Finally, the Attorney General transmits an annual report to the Congress on the Administration of the Act which lists the names of all agents and the nature, sources and content of the political propaganda disseminated or distributed by them. This report is available to the public.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Criminal Division, U.S. Department of Justice, Washington, D.C. 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, D.C. 20503.

*Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.*

| | | | | | | | | |
|--|---|--|--------------------------------------|------------------------------------|--------------------------------------|--|--------------------------------------|--|
| 1. Name and address of registrant Stackig, Sanderson & White 7680 Old Springhouse Road, McLean, VA 22102 | | 2. Registration No. 4385 Applied For | | | | | | |
| 3. Name of foreign principal The Government of Aruba | 4. Principal address of foreign principal L.G. Smith Blvd 76 Oranjestad, Aruba | | | | | | | |
| 5. Indicate whether your foreign principal is one of the following type: <input checked="" type="checkbox"/> Foreign government <input type="checkbox"/> Foreign political party <input type="checkbox"/> Foreign or <input type="checkbox"/> domestic organization: If either, check one of the following: <table border="0"><tr><td><input type="checkbox"/> Partnership</td><td><input type="checkbox"/> Committee</td></tr><tr><td><input type="checkbox"/> Corporation</td><td><input type="checkbox"/> Voluntary group</td></tr><tr><td><input type="checkbox"/> Association</td><td><input type="checkbox"/> Other (specify) _____</td></tr></table> <input type="checkbox"/> Individual—State his nationality _____ | | | <input type="checkbox"/> Partnership | <input type="checkbox"/> Committee | <input type="checkbox"/> Corporation | <input type="checkbox"/> Voluntary group | <input type="checkbox"/> Association | <input type="checkbox"/> Other (specify) _____ |
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Committee | | | | | | | |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Voluntary group | | | | | | | |
| <input type="checkbox"/> Association | <input type="checkbox"/> Other (specify) _____ | | | | | | | |
| 6. If the foreign principal is a foreign government, state: a) Branch or agency represented by the registrant. Office of Foreign Affairs b) Name and title of official with whom registrant deals. Nelson Oduber, Prime Minister | | | | | | | | |
| 7. If the foreign principal is a foreign political party, state: a) Principal address b) Name and title of official with whom registrant deals. c) Principal aim N/A | | | | | | | | |

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INTERNAL SECURITY
SECTION
REGISTRATION UNIT

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Directed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Controlled by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

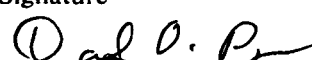
Financed by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Subsidized in whole by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

| Date of Exhibit A | Name and Title | Signature |
|-------------------|--------------------|---|
| June 6, 1990 | David O. Pogue CEO |  |

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in triplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

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Name of Registrant

Stackig, Sanderson & White, Inc.

Name of Foreign Principal

The Government of Aruba

4385

Check Appropriate Boxes:

1. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach three copies of the contract to this exhibit.
2. ☐ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach three copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
3. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Registrant will provide the Government of Aruba public relations services in connection with the Aruba Drug Money Laundering Conference as set forth in the attached contract. In connection with this effort, Registrant has assigned the SS&W staff members listed in item 5 of the accompanying registration to work on the project.

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

The public relations services to be provided under this contract will include, but are not limited to, liaison with U.S. media concerning the Aruba Drug Money laundering Conference, drafting of press releases and press material, conducting press briefings in the U.S. and operating the press room in Aruba during the conference.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?¹
Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B

June 6, 1990

Name and Title

David Pogue
CEO

Signature

David L. Pogue

¹Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

**STACKIG
SANDERSON
AND WHITE**
INCORPORATED

SERVICE AGREEMENT

THIS AGREEMENT made as of this 5th day of April 1990, between The Government of Aruba and Stackig, Sanderson & White, Inc. (hereinafter "SS&W"), 7680 Old Springhouse Road, McLean, Virginia 22102.

WHEREAS, The Government of Aruba desires to retain SS&W to perform specialized services for Aruba in the development and execution of a Public Relations program and SS&W is willing to provide such services, subject to the terms and conditions set forth herein.

NOW, THEREFORE, for and in consideration of the premises and covenants contained herein, the parties hereto, intending to be legally bound hereby, do mutually agree as follows:

1. SS&W agrees to furnish the services of its staff to perform the Services as outlined in the proposal for Conference Media Relations (attached)
2. Aruba shall pay SS&W's standard hourly rates for participating SS&W employees as they are required to perform the services as requested by Aruba. SS&W will maintain accurate records of all staff time work performed on behalf of Aruba and will be prepared to supply any supporting details required by Aruba.
3. Aruba shall reimburse SS&W plus pay a commission of twenty percent (20%) of the net cost of services and materials procured by SS&W from third parties pursuant to prior approval by Aruba.

4. Aruba shall reimburse SS&W at cost for the expenses of long distance telephoning, facsimile, postage, and travel and entertainment approved by Aruba, incurred in connection with the performance of Services.

5. SS&W shall bill Aruba for time charges, expenses and for services and materials from third parties, on a project basis, in a form suitable to Aruba and with such supporting documentation as Aruba may require, and Aruba shall make payment thereof within thirty (30) days of receipt of each such bill.

6. SS&W agrees not to render public relations services to other clients during the term of this Agreement where there is a conflict of interest with work being performed under this Agreement.

7. SS&W warrants that SS&W has the full and unrestricted right to disclose to Aruba any information which SS&W makes available to Aruba under this Agreement and does not have any conflicting agreements with other parties.

8. In performing under this Agreement, SS&W shall act at all times as an independent contractor. Nothing contained herein shall be construed or applied so as to create the relationship of principal and agent, or of employer and employee between Aruba and SS&W or any SS&W staff member.

9. SS&W agrees that during the term of this Agreement and for a period of fifteen (15) years thereafter to keep confidential and not, without the prior written consent of Aruba, to publish, disclose to any third party or use (except for purposes of performance under this Agreement); (a) any business information or plans or any confidential information concerning Aruba's customers, (b) financial information provided by Aruba to SS&W in connection with the performance of its duties hereunder and (c) any documentation and materials developed or prepared by SS&W in performance of its duties under this Agreement. The obligations of this paragraph do not pertain to information which is generally known to the public through no fault of SS&W, or which is possessed by SS&W, without direct or indirect derivation from Aruba prior to the Effective Date of this Agreement.

10. All documents and materials (including reports, data, drawings, plans, prints, articles, information, records, etc.) prepared by SS&W in performance of its duties hereunder shall belong to and be the property of Aruba and shall be surrendered by SS&W to Aruba upon request at the termination or expiration of this Agreement. SS&W hereby assigns to Aruba all rights of copyrights that SS&W has to such documents and materials

11. Aruba shall indemnify and hold harmless SS&W against any claims, actions or liabilities based on information or material furnished by Aruba which is used by SS&W with Aruba's approval in performing Services.

12. SS&W shall comply with all applicable Federal, state and local laws, rules, regulations and ordinances. If SS&W receives notice or has reason to know that it is in violation of any applicable law, rule, regulation or ordinance, SS&W shall promptly inform Aruba in writing of the nature of such violation.

13. SS&W shall comply with the Code of Professional Conduct of the Public Relations Society of America.

14. SS&W reserves the right not to undertake any project, program or campaign, or to prepare or procure any promotional, publicity or related materials or services, the publication or release of which would be unlawful, libelous, indecent, misleading, disparaging, or constitute misappropriation or unfair competition.

15. SS&W shall be fully responsible for payment of all state and Federal income taxes, social security taxes, or for any other taxes or payment which may be due and owing by SS&W as the result of fees or amounts paid by Aruba under this Agreement, and SS&W shall indemnify and hold harmless Aruba for any such payment which may be due and owing by SS&W.

16. Either party may terminate this Agreement at any time upon thirty (30) days written notice to the other.

17. None of the provisions of this Agreement may be waived, changed, or altered except by an instrument in writing signed by both parties.

18. All notices given under this Agreement shall be in writing and addressed to the other party at the address specified in the first paragraph of this Agreement. All notices shall be deemed given if delivered personally or sent by prepaid first-class, registered, or certified mail.

19. This Agreement shall be governed by the laws of the Commonwealth of Virginia.

20. The Effective Date of this Agreement shall be the date first above written.

IN WITNESS WHEREOF, the parties have caused this Agreement to be duly executed.

STACKIG, SANDERSON & WHITE, INC. ("SS&W")

By: Lawrence J. Boyd
Title: President
Date: 4/3/90

By: _____
Title: _____
Date: _____

THE GOVERNMENT OF ARUBA

For the ADMLC-Committee

By: Alicia A. Tromp-Maganaray
Title: Treasurer of the Committee
Date: May 25th 1990

For the ADMLC-Committee
By: Alicia A. Tromp-Maganaray
Title: Treasurer of the Committee
Date: May 25th 1990

Special to:

Mr. Terry O'Connell

THE KEEFE COMPANY

***A CONFERENCE MEDIA RELATIONS
PLAN FOR THE GOVERNMENT OF
ARUBA***

Submitted by:

STACKIG, SANDERSON & WHITE, INC.

January 29, 1990

GOALS OF THE CONFERENCE

"PERCEPTION IS REALITY"

Currently, Aruba is seen as one of several small relatively unknown Caribbean islands. By hosting a topical, international conference on Money Laundering, Aruba could change this perception almost overnight to that of a small but influential country.

The goals of the conference, then, should be both direct and indirect, that is to:

- Give notice to other Caribbean and Latin American countries that Aruba will no longer tolerate the flow of drug-tinged monies through its financial systems.
- Align Aruba with the major countries (i.e., the United States and the European Community) currently waging a War on Drugs and committed to cleaning up money laundering as part of this war.
- Position Aruba as a country ready for independence -- willing and able to handle its internal and external affairs; and help put Aruba in the best negotiating position with Holland.
- Promote Aruba as a resort island safe for tourists because it discourages organized crime and drug trafficking business.

Media Goal

SS&W's public relations goal in supporting the overall goals of the conference is to:

Obtain the widest and best possible media exposure for the Money Laundering Conference in Aruba.

The steps involved in accomplishing this goal are outlined in the following section on Media Strategy.

MEDIA STRATEGY

The subject of money-laundering has become a major breaking news story, as evidenced by a recent **Time** magazine cover story (December 18, 1989). **Time** described money laundering as a "runaway global industry that serves customers ranging from cocaine cartels to tax-dodging corporations."

The current climate of fever-pitch concern about "dirty dollars" on the part of lawmakers, the public and the media offers a strong basis for expecting high media receptivity to and significant coverage of a meeting of the caliber proposed.

The Message

The real story is the uniting of 38 affected countries to declare war: to send the message that illegal activity, including money laundering, will not be tolerated and, more important, will be actively ferreted out and quashed. The conference is a vehicle for firing an opening salvo in the stepped-up war.

The message underscores:

- The staunch, progressive leadership of the government of Aruba, including past efforts;
- The commitment of all participating countries, as demonstrated by the high-level conferees;
- The hard-hitting, substantive decisions "ratified" by the conferees, or expected to be adopted back home.

Consistent with the message and the image Aruba wants to convey, we recommend selecting a dynamic name for the "summit." The name should reflect the tone and intent of the meeting, that is: action-oriented, high-level, and international, with long-term results. Providing counsel and guidance in this area is one of our tasks.

The Media

The story offers numerous opportunities tailored to the needs of different media. Those media include:

Newspapers

1. U.S. national dailies such as *USA Today*, *The Wall Street Journal*, *The New York Times*, *The Los Angeles Times*, *The Washington Post*, *Newsday*.
2. Regional/big city dailies especially in Florida and the Gulf Coast states, including *The Miami Herald*, *Orlando Sentinel*, *St. Petersburg Times*, *Atlanta Constitution*, *New Orleans Times*, *Picayune*, *Dallas Morning News*, *Dallas Times Herald*, *Houston Chronicle*, *Houston Post*, *San Antonio Express-News*, *San Antonio Light*.
3. International dailies with U.S. bureaus or roving correspondents, such as *Manchester Guardian*, *The Times of London*, *The Financial Times*, *France-Soir*.
4. Important dailies within the Kingdom of the Netherlands – including the Netherlands, Netherlands Antilles, and Aruba – and in participating countries.

The story has applications for several sections of the newspapers, including national pages, business sections, Sunday magazines (also see Sunday supplements below). Approaches will be tailored to sectional interests.

Magazines

1. General newsweeklies such as *Newsweek*, *Time*, *U.S. News & World Report*.
2. Business magazines such as *Business Week*, *Forbes*, *Fortune*, *Nation's Business*.
3. Opinion leaders such as *The Atlantic Monthly*, *Esquire*, *New Republic*, *The Economist*.
4. Other monthlies such as syndicated columnists for associated multi-city business weeklies.
5. Sunday supplements such as Parade, with highly specific focus on aiding U.S. cleanup efforts.

Trade Publications

1. Includes banking/finance journals; and travel/resort magazines.

Broadcast/Electronic Media

1. Television networks: ABC, CBS, NBC (evening news, morning news)
2. Broadcasting groups: Fox, Westinghouse, Cox.
3. Syndicated.
4. Cable networks: CNN, FNN, C-Span.
5. Radio networks: ABC, CBS, AP, UPI.

As with newspapers, tailoring is key to capturing electronic interest. Recommended are off-site trips that could credibly demonstrate the resources Aruba is committing to the "no dirty money" policies.

Wire Services

1. AP, UPI, Reuters, Agence France Press.

Specialized Media

1. Syndicated columnists and commentators.
2. Voice of America
3. U.S. Information Agency.

Methods

Following is an outline of approaches that will incorporate into a detailed media timetable:

- Make site-visit to determine capabilities and needs.
- Develop detailed media lists.
- Develop pre-conference media kits.

- **First alert:** Send an attention-getting, laser-printed, personalized letter to news assignment decisionmakers at all targeted media from the Prime Minister or Governor of Aruba, outlining conference goals and encouraging attendance. The letter also will:
 - Indicate conference registration information will be sent separately.
 - Invite the news executive to contact his personal media liaison for conference in the U.S.
 - Send general announcement release to all other media and concerned U.S. officials. (It is assumed the Governor will have already sent a notification to official Washington – White House, Treasury, Congressional leadership and committee heads.)
 - **Second alert:** Mail conference registration information.
 - Begin follow-up calls. Follow-up key calls with additional information.
 - Track confirmed acceptances.
- (NOTE: Logistics – such as special provisions for air travel, ground transportation, meals and lodging – will be coordinated with the primary conference logistics coordinator, ensuring that media registrations are processed smoothly and expeditiously.)
- Develop on-site media kit.
 - Identify newsroom site.
 - Determine all communications needs and coordinate through SETAR (Servicio di Telecomunicacion di Aruba).
 - Arrange staffing and materials for newsroom.
 - Arrange pre-event backgrounders as appropriate.
 - Determine on-site briefing schedule.
 - Order all equipment and services needed through conference logistics coordinator.

- Make second site visit to ensure readiness of facilities and services, if necessary.
- Plan early arrival at conference site.
- Handle on-site media needs (see LOGISTICS checklist).
- Issue final conference announcement.
- Follow-up any pending media interest.
- Submit final media report.

LOGISTICS: Things The Media Need To Know

Preregistration Basic Communications

- Travel
 - to Aruba
 - to meeting facility
 - shuttle service or other transportation for meeting functions
 - area map
 - distance
 - costs
- Check-in/check-out procedures (includes lodging and news media credentialing procedures).
- Weather/climate
- Attire guidelines
- Money matters for incidental expenses
 - credit cards honored
 - check-cashing policy
 - tipping information
- Services and amenities

On-Site

Reinforce above items, plus:

- Location of newsroom and related facilities for newsgathering
- Formal program
- Schedule of news conference
- Opportunities for informal news briefings/luncheons
- Schedule of off-site trips
- Departure patterns

BUDGET ESTIMATES

As with our Overview Plan, the following budget estimates reflect costs for media relations only. Conference logistics planning – entailing oversight for all or a cross-section of attendees – requires a separate proposal and budget, which we would be happy to submit.

For professional public relations counseling, SS&W invoices according to hourly billing rates. Assuming the Aruba conference is in late May and that we will begin media planning in February, our estimates for professional time follow.

Expenses will logically fall into three categories: out-of-pocket expenses, such as phone, travel, meals (billed at cost); printing and other vendor expenses (billed with a 20% markup); and on-site conference expenses for the media, which should come out of the master conference planning budget.

Professional Time

Planning and executing media relations for a conference of this nature will involve the professional time of a Division Director (about 10 hours a month); an Account Supervisor (75 hours); a Media Relations Coordinator (100 hours); and various other support personnel (100 hours). Resumes for your team leaders are attached.

To ensure good satellite and telephone communications from Aruba, it may be necessary to hire a telecommunications consultant on a limited basis to meet with SETAR and determine media capabilities. That estimate will be forwarded for approval.

Assuming hourly billing will be less in February for initial research and planning, and more in May when on-site supervision and intensive media coordination are required, the monthly estimates are:

| | |
|----------|-----------------|
| FEBRUARY | \$ 20,000 |
| MARCH | 25,000 |
| APRIL | 25,000 |
| MAY | 40,000 |
| TOTAL: | <hr/> \$110,000 |

Expense Categories

| | |
|---|----------|
| Collateral, printing (portfolios, letterhead, press releases, backgrounders)..... | \$15,000 |
| Press monitoring services (clips & tapes)..... | 8,000 |
| Local U.S. and international travel, hotel, meals (staff only)..... | TBD |
| Press outreach/briefings/conferences..... (In the U.S. only.* May include breakfast or lunch.) | 7,000 |

***NOTE:** On-site expenses for media should be included in the master conference planning budget. This may include telecommunications equipment or enhancements, rooms/catering for daily briefings or news conferences, tours or other special transportation accommodations for the media.

A brief introduction to SS&W, our services and clients follows!

STACKIG, SANDERSON & WHITE, INC. :

**A Leader in High-Technology,
Business-to-Business Communications**

Stackig, Sanderson & White, Inc. (SS&W), is a *full-service* advertising agency serving the communications needs of industrial, advanced technology, professional service, financial, and government organizations.

Our communications are chiefly directed to business and technical and financial audiences and upscale consumers. In this field, we have become a major marketing communications firm for advertising, public relations, market strategy and research, recruitment, and promotional programs, meeting the needs of national and international companies.

This is our only business. Our thirty-year commitment to meet the full service advertising and business-to-business communications needs of our clients has made us a preeminent agency in this field and one of the largest independent agencies in the United States.

OVERVIEW

| | |
|-------------------------------|--|
| Established: | 1960 |
| Annual Billings: | \$50 million |
| Comparative Size: | No. 16 among all Southeastern ad agencies; 96 percentile of all U.S. ad agencies; 16th largest business-to-business agency |
| Offices: | Headquarters in McLean, VA; office in Melbourne, FL, and affiliate office in Paris, France |
| Staff: | A <u>full service agency</u> with 87 professionals comprised of marketing strategists, market researchers, writers, art directors, artists, designers, public relations professionals, media planners/buyers, accountants, and liaison executives. |
| Equipment: | SS&W is fully equipped for quick response. We have an efficient operation that includes state-of-the-art electronic publishing systems, digital typesetting systems, photostat cameras, Group III international facsimile terminals, communicating word processors and PCs with installed LANs, IBM System 38 mini-computer for accounting, billing, management information. |
| Financial Reliability: | Highest rating. |
| Auditor: | Price Waterhouse |
| Member: | American Assoc. of Advertising Agencies Public Relations Society of America American Marketing Association Employment Managers Association |

MARKETING COMMUNICATIONS SERVICES

Advertising -- campaign development * creation of print, radio, and television ads * media planning * market research * evaluation and analysis * copy testing * outdoor and transit advertising * displays, exhibits, point-of-purchase support * recruitment

Direct Marketing -- database development * database maintenance and management * creation and production of mailing packages * pre-testing, text mailing, evaluation and analysis * production and fulfillment * print and broadcast

Promotional/Sales Support Material -- writing, designing, producing all forms of printed communications * point-of-purchase materials * brochures * flyers * pamphlets * specification sheets * premiums and incentives * sales programs

Public Relations -- PR audits * program development * strategy development * issue management * press relations * publicity * coordination with marketing program * research and press monitoring * counseling * community relations * financial * trade, news, business press relations

Publicity -- press list development * editorial calendar development * press release writing and distribution * feature story writing and placement * technical articles * radio and television features * speech writing and scripting * special events planning and implementation * media tours * press conferences

Financial/Investor Relations -- annual and quarterly reports to shareholders * financial and corporate releases * financial/investor program development and implementation * financial press relations * financial analyst/broker relations * brochures * PR audits * investment community research * shareholder communications * analyst presentations * videos and slide shows

Corporate Identity -- logos * signage * image development * internal and external image communications

Recruitment Advertising -- research * demographic studies * cost-of-living research * target identification and location * media research and planning * campaign development * ad creation and production * direct mail programs * radio and television advertising * outdoor and transit advertising * special events * internal search programs * job fair and trade show recruiting support * forms/benefits booklets * recruitment brochures * displays and exhibits * referral programs * hiring analysis

Internal Corporate Communications -- identifying needs * employee focus group research * employee surveys * program development * internal publications * newsletters * posters * personnel press releases * special events and programs * employee incentive and recognition programs * coordination with corporate mission and marketing program

Video/Broadcast -- conceptualization * scripting * storyboards * talent selection * set design and production * direction * distribution * placement * media research, planning, and buying * cost analysis for employee orientations, sales presentation, trade show use, TV commercials, news features

Trade Show Support -- direct mail to attendees * handouts * publicity * speaking engagements * exhibit design and manufacture * graphics/displays * special events * press relations * competitive analysis * lead generation analysis * video presentations * seminars * recruitment

CLIENT LIST

An agency is known by the clients it works for. Below are some of our major active accounts:

ALCATEL (France)
AMTRAK
American Woodmark
ANT Telecommunications (West Germany)
Applied Physics Laboratory, Johns Hopkins University
Atlantic Research Corporation
Aviation Week & Space Technology
BDM International
Boeing Computer Services
Cable & Wireless Communications
Computer Corporation of America
Center for Innovative Technology
Centel Federal Systems
Cogema, Inc. (France)
Comsearch
COMSAT Systems Division
CONTEL ASC
Deister Electronics (West Germany)
Defense Intelligence Agency
Dialcom
District Photo, Inc.
Dornier Aviation (West Germany)
Electronic Industries Association
Emerson Electronics
Encore/Gould Computer
FiberCom
Federal Home Loan Banks
Ford Aerospace
Federal Home Loan Mortgage Corp.
Encore (Gould) Computer Corp.
GE Aerospace
GTE Government Systems
GTE Spacenet
Harris Corporation (12 divisions)
Hazleton Laboratories
Howard University Hospital
Hughes Network Systems
Institute for Defense Analysis
ITT Defense Corporation
ITT Gilfillan
JPL NASA
Kaman Aerospace

Kollsman Military Systems
Litton Industries (Computer, Amecom)
Lucas Aerospace (United Kingdom)
MCI (Washington Division)
McDonald's (recruitment)
Martin Marietta (4 divisions)
Navy Mutual Aid Association
NEC America, Inc.
NVHomes L.P.
NVR Savings Bank
National Telephone Services, Inc. (AOS)
Oracle (Federal Systems, Complex Systems)
Page AVJET
Pulsecom, Harvey Hubbell
Price Waterhouse
Riggs Bank
Royal Ordnance (United Kingdom)
Saab Aircraft of America (Sweden)
Software A.G.
Schlumberger Technologies
Student Loan Marketing Association (SALLIE MAE)
Telecommunications Industries Association (TIA)
Teledyne/Brown
TELIC Corporation
Thomson-CSF (France)
Thomson-Wilcox
Tracor Applied Sciences
TRT Telecommunications
U.S. Space Foundation
United States Telephone Association (USTA)
U.S. Dept. of Commerce
The Washington Post
Westinghouse Communications
Woodward & Lothrop (Private Label)

LARRY ROSENFELD
PRESIDENT, STACKIG, SANDERSON & WHITE, INC.

Larry began his career 17 years ago as production assistant for Stackig, Sanderson and White, Inc. He worked his way up through the company and is now president and co-owner of the firm.

Working for major national and international organizations, Larry has developed and implemented strategic marketing communications and advertising programs for a wide range of national and international companies. A few of these companies include Alcatel (France), Westinghouse, CONTEL, NEC America (Japan), Cogema (France), Southern Pacific Communications, Thomson CGR (France), Case (United Kingdom), Agusta (Italy), Federal Home Loan Bank Board, Fujitsu (Japan), Air Force, U.S. Department of Commerce, United States Telephone Association, and others.

Larry has in-depth experience in strategic planning, market research, advertising, direct marketing, public relations, show promotion, media planning, collateral, point-of-sale promotion, and video communications.

He is a graduate of the University of Maryland with a B.S. degree in Business/Journalism. He has additional coursework in radio and television production, public communications, and audiovisual production. Larry has spoken as a guest lecturer on strategy and tactics for marketing communications managers at universities and industry forums.

Active in a number of community and business organizations, Larry is currently involved in the American Marketing Association, the Advertising Club of Washington, the Montgomery County High Technology Council; he also serves on the advisory board of NOVATECH.

**DAVID SWANSTON
PRESIDENT, STACKIG, SANDERSON & WHITE
PUBLIC RELATIONS DIVISION**

David is one of the nation's most respected public relations counselors and has been retained by many of the country's largest corporations. He founded David Swanston and Associates in 1973 and was president of the firm when it merged with SS&W. Prior to starting the agency, David was director of program publicity for the Public Broadcasting Service.

A former newspaper reporter (the San Francisco Chronicle), David has written for a wide range of magazines including Newsweek, The Nation, Congressional Quarterly, California Monthly, Sunday, and The Washingtonian. He edited the book Talks With Teachers and contributed to two books on contemporary urban problems.

David has served on the faculty of the American University School of Communications and conducted public relations classes and media training seminars in many parts of the United States. He is an accredited Public Relations Counselor and is a member of the Public Relations Society of America and the National Press Club. He currently serves as president of the Washington Chapter of PRSA.

David has won five Silver Anvils, the highest award in the PR industry. He is an honors graduate of the California State University of San Francisco and has done graduate study at the University of Pittsburgh and the University of California.

JACQUE BOYD
SENIOR ACCOUNT SUPERVISOR

Jacque provides senior-level account management to SS&W's high-technology and medical/ scientific clients. Her areas of expertise encompass all areas of marketing communications, including strategic planning, advertising, public relations counseling, marketing collateral, special events planning, and issues management.

Her current and former marketing/communications clients include Sony Corporation, Thomson-CGR (France), Hazleton Laboratories (3 divisions), Howard University Hospital, and SMS Data Products Group. In addition, she has supervised Washington-area public relations programs for major pharmaceutical companies Ciba-Geigy, American Cyanamid and Lederle Laboratories.

Jacque previously worked as an account executive for the world's largest independent public relations firm, Daniel J. Edelman, Inc., supervising two programs that won Silver Anvils. She was part of the team that initiated the media training program at DJE.

In the political arena, she was press secretary to a California congressman and performed media relations functions for the committees he chaired. She also was a media consultant to several presidential, gubernatorial, and congressional campaigns.

For six years, she edited publications for a large trade association. Her career began as a reporter/ photographer for Wyoming daily and weekly newspapers.

Jacque is a home economics-journalism graduate of the University of Wyoming. She completed coursework for a master's degree in family counseling at the University of Maryland and is currently enrolled in an MBA program in marketing at Marymount University.

HELEN PETERSON
MEDIA RELATIONS COORDINATOR

Helen has more than 15 years of varied experience in communications, encompassing newswriting, media relations and publicity, public affairs/public relations planning and counseling, special events planning and execution.

For SS&W, Helen handled media relations to help launch a new international medical prize established by Howard University Hospital to recognize the achievements of persons of color in healthcare. She achieved significant print and broadcast coverage (ex: Associated Press, Washington Post, Boston Globe, USA Today, Black Entertainment Television, WUSA-TV 9, Voice of America.)

For another client, she helped plan and execute five successful issues conferences for more than 1,500 high-level managers in the plastics industry. Meetings were held in New York City, Chicago, San Francisco, Houston and Washington, D.C. The first four conferences were held on successive weekends over a one-month period, requiring precision planning and execution to meet tight deadlines. She is currently helping to plan a black-tie gala for March 1990 to commemorate the 25th anniversary of the migrant and community health center movement. The event is designed to enhance the client's role as the leading advocate on the indigent health-care issue.

Helen also was employed by MCI Communication Corporation as a corporate spokesperson to trade media and managed some internal communications; as a writer/editor at the Federal Communications Commission; a Capitol Hill researcher at CBS News in Washington; and as a news writer with Scripps-Howard Newspapers in Washington and Denver.

Helen holds a BA in Journalism from Penn State. She earned course credits in telecommunications at George Washington University, and has taken seminars in public relations, editing, photography, and marketing.